Message Text

UNCLASSIFIED

PAGE 01 OTTAWA 02765 152257Z ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W

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R 152250Z APR 77

FM AMEMBASSY OTTAWA
TO SECSTATE WASHDC 3158
INFO AMCONSUL MONTREAL
ALL OTHER CANADIAN CONSULS (BY POUCH)

UNCLAS OTTAWA 02765

E.O. 11652:N/A TAGS: BEXP, CA

SUBJECT: FY 977 CCP SECOND QUARTER PROGRESS REPORT

REF: OTTAWA 296

1. OVERALL CCP ACCOMPLISHMENTS SECOND QUARTER FY 1977 CONTINUED EXCEED TARGETS. ALL CAMPAIGNS ON SCHEDULE EXCEPT VANCOUVER'S NO. 1 AND NO. 6 WHICH NOT YET COMMENCED; HOWEVER, GOALS FOR VANCOUVER'S CAMPAIGNS NO. 2 AND NO. 5, ON WHICH POST CONCENTRATED DURING FIRST HALF FY, HAVE ALREADY EXCEEDED TARGETS FOR ENTIRE FY. VANCOUVER CONDUCTED FOLLOWUP SURVEY TO TO'S SUBMITTED IN FY 1976 UNDER CAMPAIGN NO. 1 (VANCOUVER'S MEMORANDUM OF MARCH 23, 1977 SUBMITTED UNDER TS TO COMMERCE, OIM) AND RECOMMENDED ADVERTISING CAMPAIGN AS POSSIBLY MORE MEANINGFUL TRADE PROMOTION TOOL THAN TOP PROGRAM.

2. ACTIVITIES OF EXPERIMENTAL REGIONAL TRADE PROMOTION BEING REPORTED SEPARATELY BY TORONTO--EXPORT PROMOTION SEMINAR IN PITTSBURGH ((5949,59 --17) AND TRI-STATE SEMINAR IN ERIE (TORONTO A-33). ALTHOUGH STILL IN EXPERIMENTAL STAGE, PROGRAM APPEARS RESPONSIVE TO CURRENT INTEREST IN FURTHERING ASSISTANCE TO U.S. SMALL BUSINESS NEW-TO-EXPORT FIRMS. DUEMLING

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Message Attributes

Automatic Decaptioning: X

Capture Date: 01-Jan-1994 12:00:00 am Channel Indicators: n/a **Current Classification: UNCLASSIFIED**

Concepts: n/a

Control Number: n/a Copy: SINGLE Sent Date: 15-Apr-1977 12:00:00 am Decaption Date: 01-Jan-1960 12:00:00 am

Decaption Note: Disposition Action: n/a Disposition Approved on Date: Disposition Case Number: n/a Disposition Comment:

Disposition Date: 01-Jan-1960 12:00:00 am

Disposition Event: Disposition History: n/a Disposition Reason:

Disposition Remarks:
Document Number: 1977OTTAWA02765
Document Source: CORE

Document Unique ID: 00 Drafter: n/a

Enclosure: n/a Executive Order: N/A Errors: N/A

Expiration: Film Number: D770132-1233

Format: TEL

From: OTTAWA

Handling Restrictions: n/a

Image Path: ISecure: 1

Legacy Key: link1977/newtext/t19770452/aaaabtje.tel

Line Count: 47 Litigation Code IDs: Litigation Codes:

Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 24e698a4-c288-dd11-92da-001cc4696bcc

Office: ACTION COME

Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a

Page Count: 1
Previous Channel Indicators: n/a Previous Classification: n/a Previous Handling Restrictions: n/a Reference: 77 OTTAWA 296

Retention: 0

Review Action: RELEASED, APPROVED Review Content Flags: Review Date: 29-Nov-2004 12:00:00 am

Review Event:

Review Exemptions: n/a **Review Media Identifier:** Review Release Date: n/a Review Release Event: n/a **Review Transfer Date:** Review Withdrawn Fields: n/a

SAS ID: 2794074 Secure: OPEN Status: NATIVE

Subject: FY 977 CCP SECOND QUARTER PROGRESS REPORT

TAGS: BEXP, CA To: STATE Type: TE

vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/24e698a4-c288-dd11-92da-001cc4696bcc

Review Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009